**GUIDE QUESTIONS FOR EXPERTS**

1. How long have you been working as a repair man for air-conditioning units?
2. What problems do you usually encounter with air-conditioning units?
3. How do you normally fix these problems?
4. In your honest opinion, which air-conditioning brand is the best in terms of efficiency? Why?
5. What are the significant differences that you see in old and new models of air cons? In terms of;
6. Design
7. Efficiency
8. Sturdiness
9. Internal parts and components
10. Of these three models (A,B & C) which do you recommend to buyers? Why?
11. Base on your knowledge as a technician and professional repair man, what should be improved more on our current air con brands? Why?

**SURVEY FOR USERS**

Date of Purchase of \_\_\_\_\_\_\_:  
Model of \_\_\_\_\_\_\_\_:                          Cost of Purchase: \_\_\_\_\_\_\_

1. How many air-conditioning units do you have? What are the brands of these units?
2. How many air-conditioning units have you had before this one?
3. Have you had this repaired before? (Please state the brand per owned air con)
   1. How many times? (Please state separately for diff. brands of air con)
   2. What were the common problems you encountered with the different models of air-conditioning unit?
   3. What are the reasons for these air con problems?
4. What feature/s of the current model that you own that you particularly like?
5. How much do you spend for fuel/maintenance?
6. What is your basis in buying an air-conditioning unit?
7. If you compare the previous model of your air con and the one you have now, which one is sturdier and is more efficient in terms of the money you spend annually for maintenance?
8. What are the features that you like in old models that are not in the new models?
9. If you buy another air con, what brand would it be?